

Business Lean Canvas Caminho Seguro

Problem <i>People, especially women, face constant risks while traveling in urban areas, such as harassment, violence, and a lack of support in emergency situations.</i>	Solution <i>A safety app that monitors routes in real time, identifies risks, and enables quick response in emergencies. It includes AI-powered safe route analysis, sharing with emergency contacts, and a collaborative risk map.</i>	Unique Value Proposition <i>Caminho Seguro combines community-generated data with real-time route mapping to help users choose safer routes in urban areas. Unlike traditional navigation apps, it brings everything together in one place: safe route suggestions, real-time location sharing, voice commands, and an emergency button. By integrating these features into a single platform, the app prioritizes personal safety.</i>	Existing Alternatives <i>Apps like Waze, Google Maps, Life360, bSafe, and Uber, which focus primarily on navigation, tracking, or transportation, but do not prioritize preventive safety.</i>	Target Market <i>Women who live in urban areas and often feel unsafe when traveling alone, especially during everyday activities such as going to school or college, to work, or to social events.</i>
Feedback <i>Community members confirmed their interest in the app and its impact. A business professor highlighted the idea's potential and raised the issue of false alerts. Based on this, we focused on improving reliability through data validation and pattern analysis.</i>	Key Metrics <i>We will track downloads, active users, feature usage, routes initiated, and alerts sent, as well as assess the app's actual impact on users' safety and confidence while commuting.</i>		Outreach <i>Promotion through social media (primarily Instagram), short videos, educational talks, events, schools, and partnerships with government agencies and institutions.</i>	Early Adopters <i>Young women in our community who have to travel alone to work, college, internships, the gym...</i>
Cost structure • App development (tools, platforms, and testing) • App store submissions • System maintenance and updates • Data and server hosting • Marketing costs (social media, partnerships, campaigns) • Potential costs for staff and user support • Integration with new services and future improvements			Revenue streams • Non-intrusive in-app ads • Development and sale of a watch-style device with an emergency button • Partnerships with companies and organizations focused on safety and social impact	